

# ABSTRACT OF THE DISCLOSURE

A method of applying photo-luminescent pigment to a substrate, such as an aluminum or metal strip containing channels or depressions, includes preparing a dry powder formulation comprising a photo-luminescent pigment and a carrier/fixer, depositing the dry powder formulation onto the substrate surface, and heating to fuse the dry powder formulation to the substrate surface. The photo-luminescent pigment can be applied using an apparatus which includes a hopper adapted to contain the dry powder formulation, one or more orifices adapted to allow transfer of the dry powder formulation from the hopper to a substrate surface and a guide rail system for locating the substrate surface in both a fixed horizontal plane and a fixed vertical plane below the hopper and orifice.